

# Benzac Power Patch

(Purifide in UK market)

## The Challenge

As a growing brand in the global acne category, Benzac was well poised to enter the emerging and trending acne patches segment. Recognizing that acne patches are a teen-driven impulse purchase, Damen Jackson was tasked with creating fun and impactful packaging, for maximum shelf appeal.



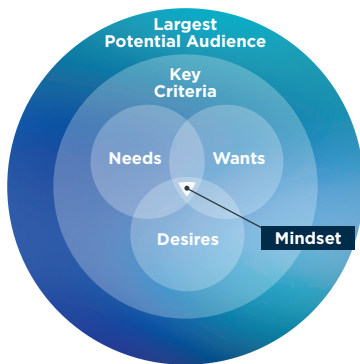
*"I thoroughly enjoyed working with Damen Jackson - they just GET IT and overflow with creativity and added value."*

Sr. Global Brand Manager, Galderma

## Our Process

1

We identified their Truest Audience as Insecure Teen Experimenters



2

Differentiate the brand

### ► Core Essence

Modern acne specialist for today's teens

### ► Differentiator

Dermatological-grade products with proven results, transparent truth-tellers with strong appeals to teens

3

Align communications to connect the brand to the audience

- Impactful, fresh and fun graphics that create a powerful first impression
- Fast acting and powerful, zap zits at any stage
- Clinically proven effectiveness with 3-in-1 Technology
- Convenient invisible patch, for teens on the go

## The Results

Research shows that the **#1 reason consumers buy this product is the PACKAGING DESIGN!** In addition to its powerful shelf presence, the packaging clearly communicates the product's purpose and effectiveness.

